



**MARKETING AND  
COMMUNICATIONS  
ACCESS BARRIE MEMORANDUM**

Page: 1  
File:  
Pending #:

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**TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS**

**NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: ACCESS BARRIE RECEIVES GOLD MARCOM AWARD FOR NEW BARRIE APP**

**DATE: NOVEMBER 7, 2022**

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The purpose of this Memorandum is to inform members of Council of the recent MarCom Awards the City of Barrie received this year. Access Barrie's Marketing and Communications and Information Technology (IT) departments were recently awarded a Gold MarCom Award in the Digital Media – Mobile App/Web category for the City's new mobile app.

The Marketing and Communications and IT departments worked under tight timelines to source, procure, research, design, develop, test, and launch the City's new app in May 2022. From Council approval to product launch, the project was completed in just three months.

The Barrie app provides residents with a wealth of information, access to City services, and a way to report a problem to the municipality. The new app adds improvements over the previous app and provides quick access to the following City information and services:

- News and events;
- Road closures and roadwork;
- Council and committees;
- Garbage and recycling, including a customized curbside collection calendar;
- Transit and parking;
- City job listings and other employment resources;
- Parks and recreation; and
- Maps.

In addition, residents can report a problem directly to the City and can opt in to receive timely notifications about issues important to residents, their ward, and/or curbside collection reminders. The Barrie app also provides connections to Barrie's online customer service portal, [ServiceBarrie.ca](https://ServiceBarrie.ca), for seamless access.

The Barrie app is an example of one of the ways the City is modernizing services to make it easier for residents to connect with the municipality, giving citizens access to information they need in the palm of their hand. Since the launch, there have been 7,500 downloads of the new app.

The [MarCom Awards](#) recognize outstanding achievement in marketing and communications materials and programs, and it's judged by industry professionals. MarCom is one of the oldest, largest, and most-respected creative competitions in the world.

MarCom is administered by the Association of Marketing and Communication Professionals (AMCP). AMCP is the industry's preeminent third-party evaluator of creative work. The organization has judged over 300,000 entries since its formation in 1994.

The Awards have received 6,000 entries from Canada, the United States, and 43 other countries for 2022, and we were honoured to be recognized.